

100

| | | | |
|------------------|--------------------------------|--------------------------------|--------------------------------|
| | <p>132 Promotion 1</p> | <p>134 Promotion 2</p> | <p>136 Promotion 3</p> |
| 110 Segment A | 30% | 20% | 50% |
| Segment B | 31% | 27% | 52% |
| 120 Segment C | 25.3% | 33.4% | 41.3% |
| 140 | | | |

Fig. 1
Prior Art

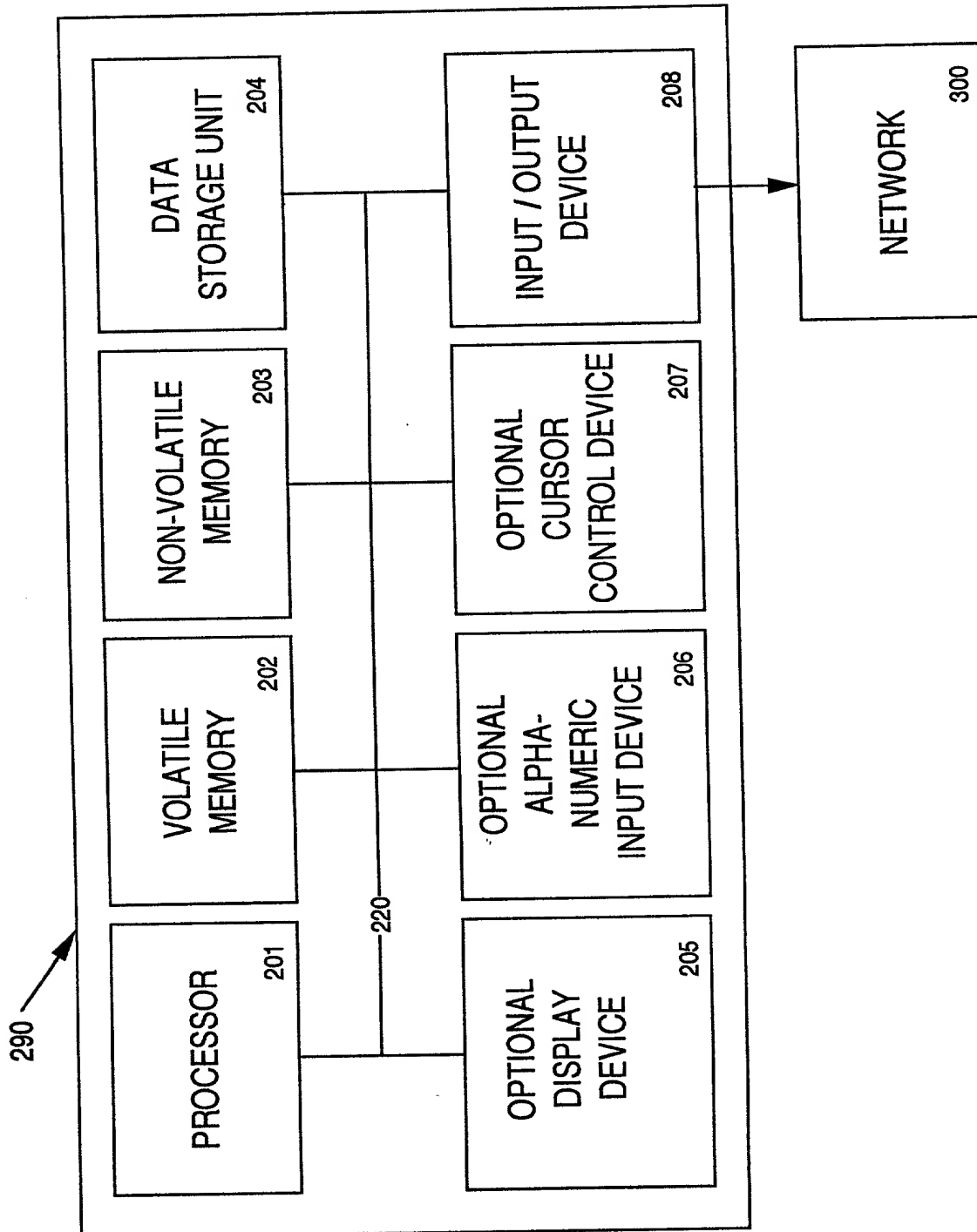


Fig. 2

300

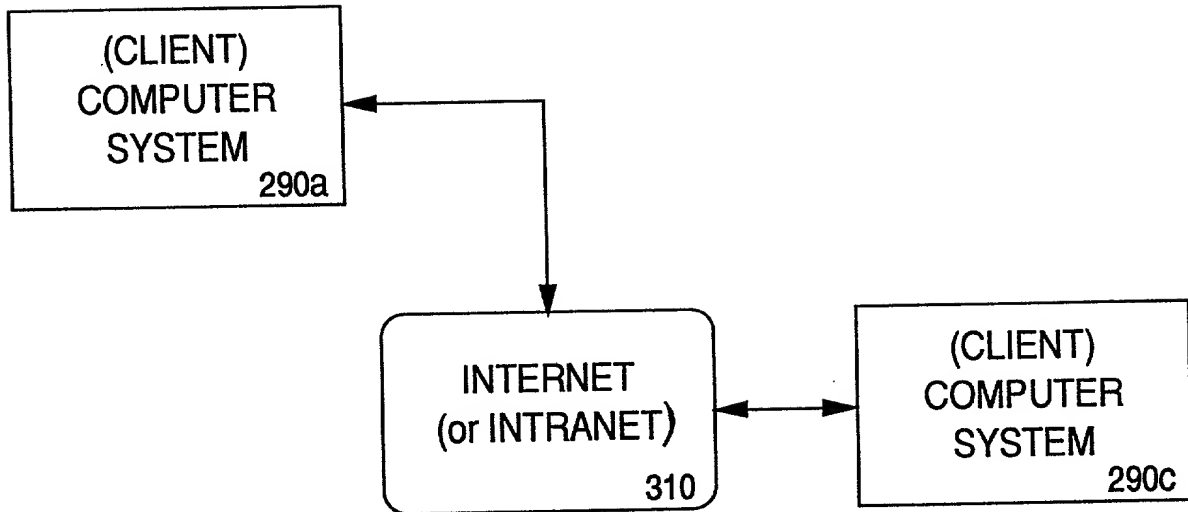


Fig. 3

400

Tasks or Advertising Promotions

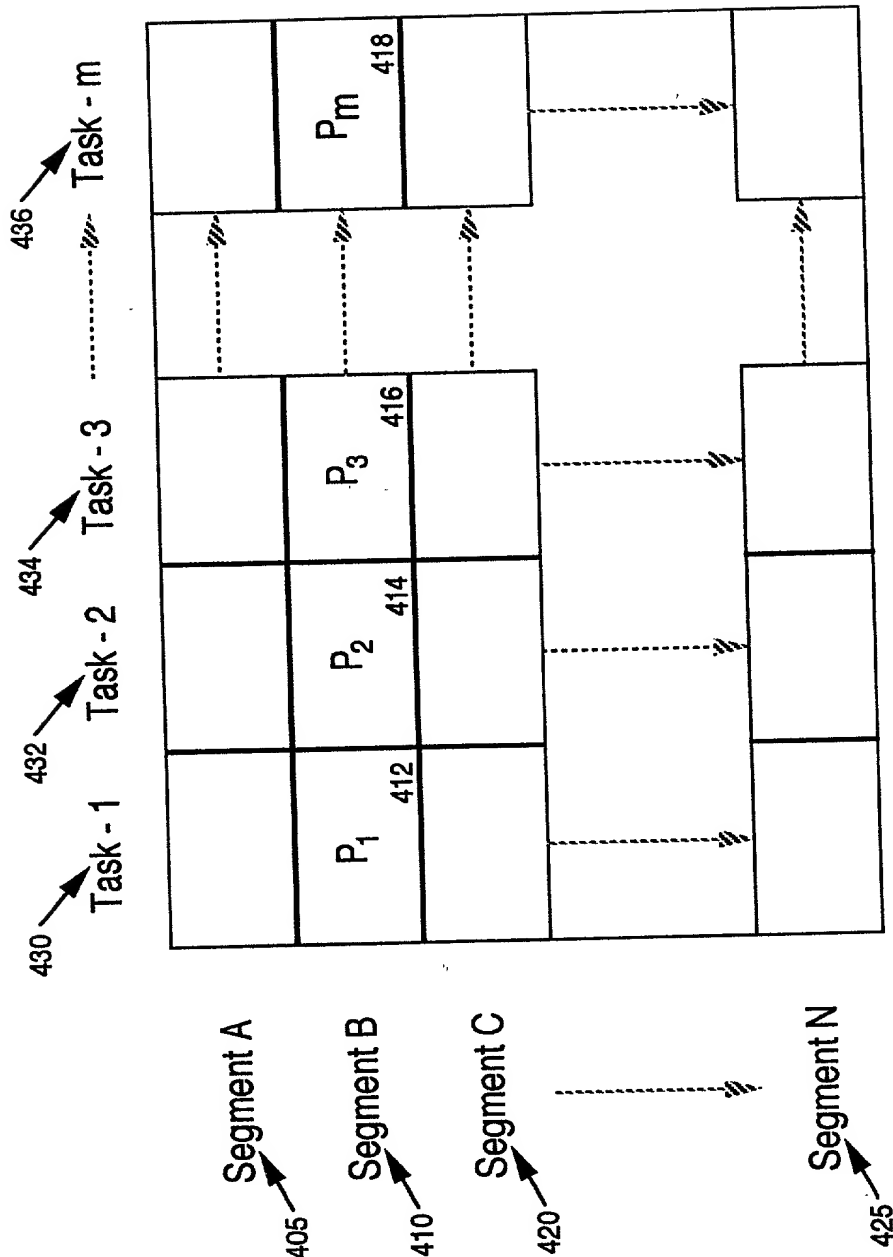


Fig. 4

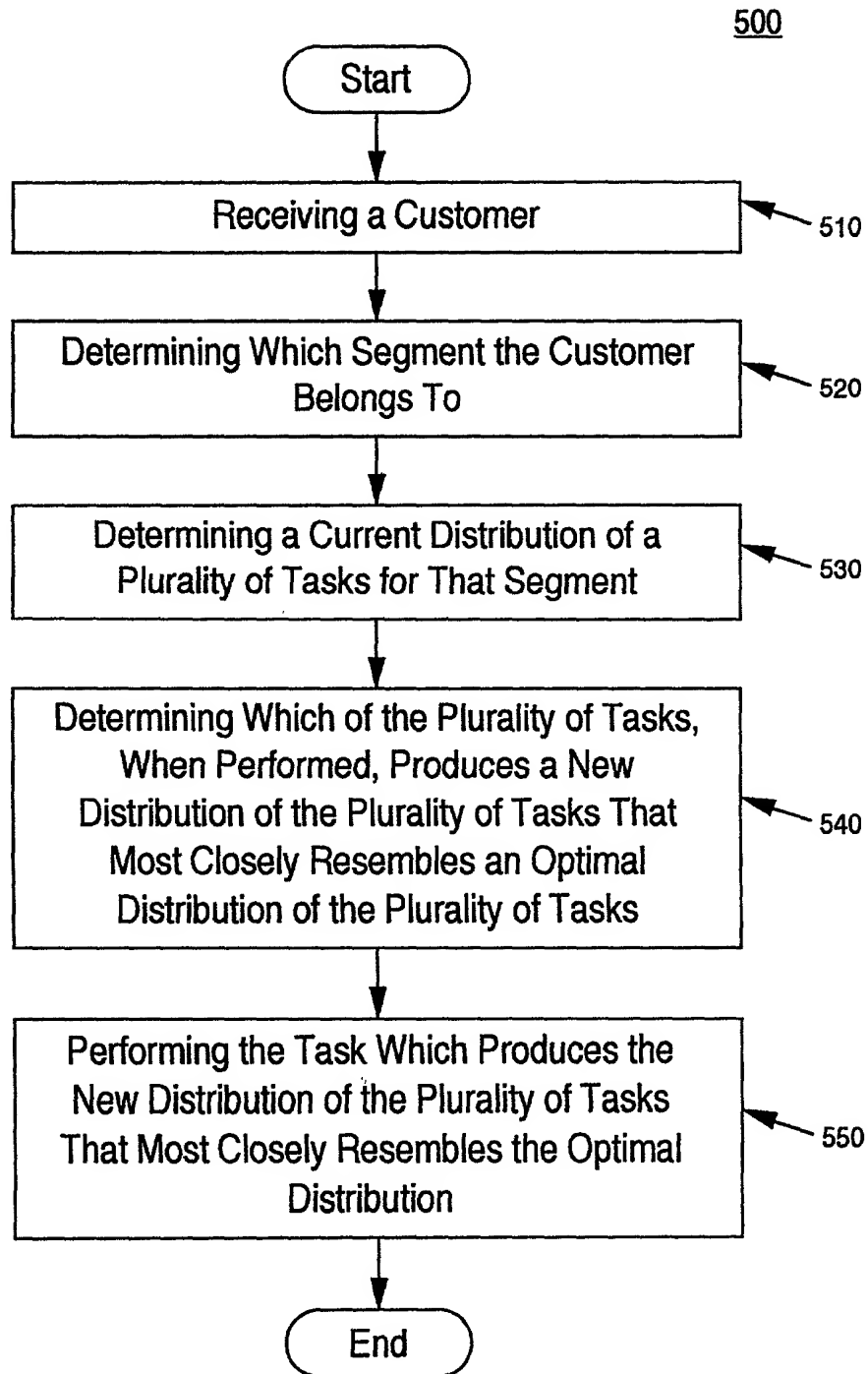


Fig. 5

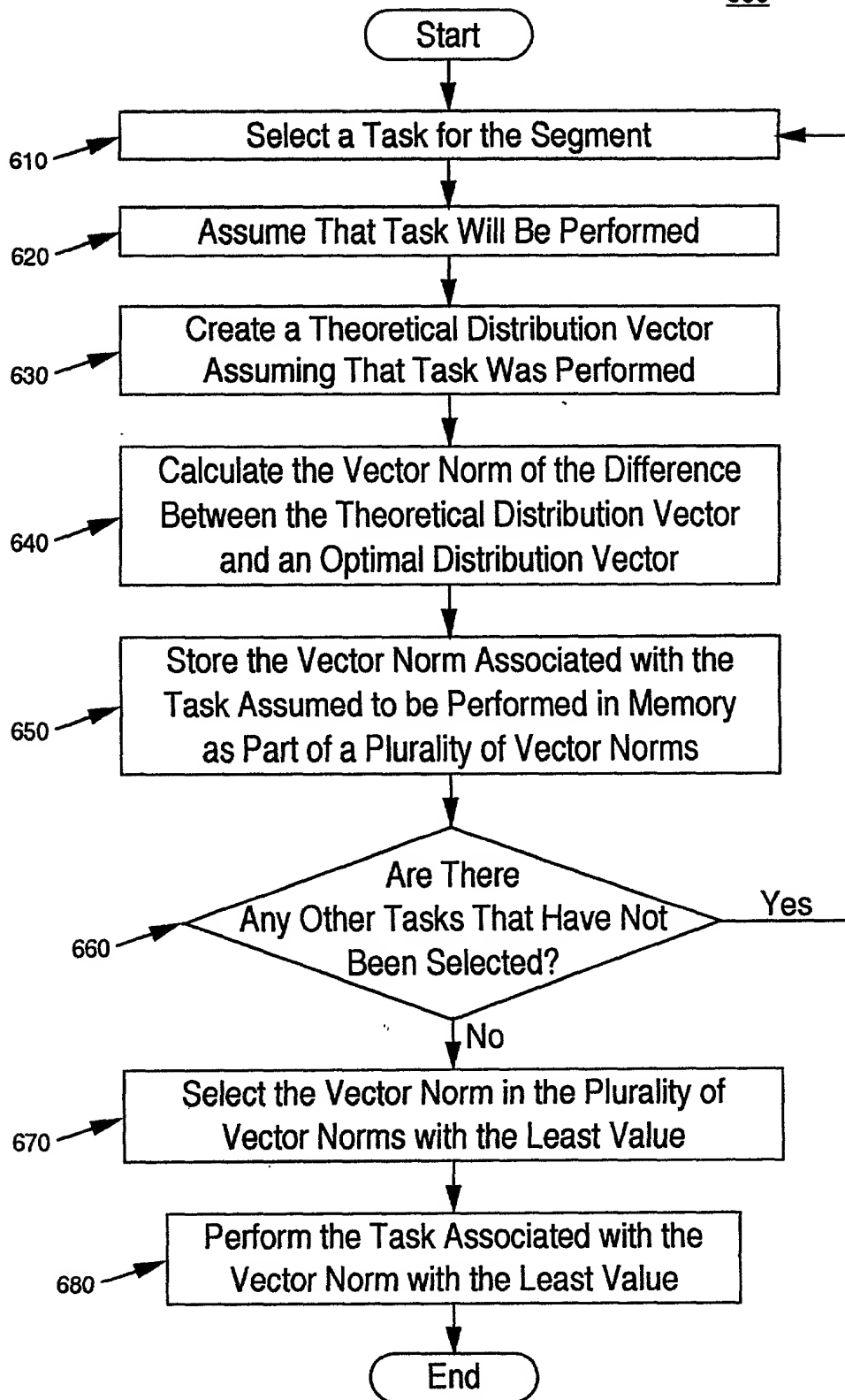


Fig. 6

7/10

$$\sum_i |r_i|$$

Fig. 7A

8 / 10

$$\sqrt{\sum_i r_i^2}$$

Fig. 7B

9/10

$$\left(\sum |r_i|^p \right)^{1/p}, \quad p \geq 1$$

Fig. 7C

10 / 10

$$\max_i (|r_i|^2)$$

Fig. 7D